PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

PERSONAL & CONFIDENTIAL

To: Mr. Joseph F. Cullman, 3rd

Date: January 28, 1971.

From: T.F. Ahrensfeld

Subject: Meeting of the Executive Committee of The Tobacco Institute Held on Thursday, January 28, 1971.

As you know, Alec Galloway called today's meeting of the Executive Committee.

Various minor matters were discussed, but the reason for the meeting appeared to be Galloway's concern that the meeting of General Counsel in Washington last Friday had concluded on the basis that there would be no industry criticism from the Hill if the companies complied with the "letter of the law", that it would not be necessary to appraise the "morality" of types of advertising that did not utilize electronic media within the jurisdiction of the Federal Communications Commission.

That point of view was put forth by Clements and concurred in expressly by Mills and Dryden.

Galloway said today that he felt that such a standard could be detrimental to the industry. Roemer added that he felt that American would feel totally unrestrained in utilizing what could be regarded as questionable types of advertising from the standpoint of the "spirit of the law".

Kornegay concurred in Galloway's position and Harrington and Finch also went along.

The suggestion was again made that we ennumerate at this time those types of advertising or promotions which were felt to be violations of the "spirit of the law". Bob Tisch said he felt it would be better to appraise such questionable promotions when they became realities rather than on an academic basis. I said I thought that would be a much more practical way to proceed, particularly since I did not think it would be possible at this time to reach an agreement between Hetsko's position, which regards the Winston Salem bowling tournament as a subterfuge, and the position of other companies which does not so regard the sponsorship of sporting events. It was left on that basis.

There is no doubt that this was a reversal of Friday's position.

TFA/mml

cc Mr. G. Weissman
Mr. J.C. Bowling
Mr. A. Holtzman

1005124625

Source: https://www.industrydocuments.ucsf.edu/docs/mywj0000